

MINSAIT ACQUIRES FLAT 101, A LEADER IN DIGITAL MARKETING, TO ACCELERATE ONLINE STRATEGIES AND E-COMMERCE PENETRATION

- **Minsait strengthens its differential value proposition for the end-to-end transformation of commercial distribution, which includes, besides the digital marketing offer from Flat 101, the strategic advice for the sales function, the design of customer experience and journeys with a focus on digital channels, and the development, implementation and operation of e-commerce platforms**
- **Flat 101 has an team of 150 professionals with a high degree of specialization and experience in the field of digital marketing and is a market leader in CRO (Conversion Rate Optimization), digital analytics, MarTech and SEO/SEM**

Madrid, June 9th, 2021 - Minsait, an Indra company, has acquired Flat 101, a digital marketing consulting firm specializing in the optimization of online business with a focus on increasing sales (Conversion Rate Optimization or CRO), thereby strengthening Minsait's leading offer consisting of end-to-end solutions to support its clients in their marketing & sales strategy, digital customer acquisition & conversion, and e-commerce sales.

In a context of strong momentum for the digitization of commercial distribution with e-commerce solutions and the reconfiguration of customer relationships with a higher weight of digital channels, Flat 101 has a team of 150 highly qualified professionals with broad experience in the fields of digital marketing & sales, offering solutions to leading clients across all sectors.

The company provides a wide range of services to companies and institutions, including the following areas of specialization:

- Generation of consumer traffic through Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Advertising, App Store Optimization (ASO) or Real Time Bidding (RTB).
- Increase of conversion in digital channels or Conversion Rate Optimization (CRO) to improve sales' closing rates.
- Data analysis and improvement of user experience and user interfaces in digital channels (UX/UI) directly aimed at increasing sales effectiveness.

Flat 101 is recognized in the market for its approach when dealing with projects to improve the commercial effectiveness of companies' digital assets, with its own methodology based on data analysis, experimentation and measurement of results with digital analytics, testing and personalization tools.

With Flat 101, Minsait positions itself with a full-service offer in the field of digital marketing & sales, with a differential capability for customer data analytics in digital channels. Flat 101 strengthens Minsait's end-to-end value proposition, which includes, in addition to digital marketing, strategic consulting for the sales function, the design of experiences and customer journeys focused on digital relationships, and the development and implementation of e-commerce platforms.

"With Flat 101 on board, Minsait brings a unique service offer to the market to assist companies in redesigning, implementing and monitoring their commercial strategy in a context of 'liquid' channels where customer interactions flow and digital channels play a central role. The pandemic has also irreversibly accelerated the adoption of digital sales models and technology solutions," says Silvano Andreu, Head of Business Consulting at Minsait.

“We are delighted to be part of the Minsait ecosystem and join forces in the field of digital marketing & sales with highly complementary value propositions. As a business unit, Flat 101 will operate autonomously, thus preserving its brand, management model and culture, and will leverage Indra’s presence, commercial reach and scale to initiate a new stage of expansion and growth in service to our clients”, affirms Ricardo Tayar, co-founder of Flat 101.

About Minsait

Minsait, an Indra company (www.minsait.com), is a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America. Minsait possesses a high degree of specialization and knowledge of the sector, which it backs up with its high capability to integrate the core world with the digital world, its leadership in innovation and digital transformation, and its flexibility. Thus, it focuses its product range on high-impact value propositions based on end-to-end solutions, with a remarkable degree of segmentation, which enables it to achieve tangible impacts for its customers in each industry with a transformational focus. Its capabilities and leadership are demonstrated in its product range, under the brand Onesait, and its across-the-board range of services.

About Indra

Indra (www.indracompany.com) is one of the leading global technology and consulting companies and the technological partner for the key operations of its customers’ businesses around the world. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defense markets, and a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2020 financial year, Indra achieved revenue of €3.043 billion, with around 48,000 employees, a local presence in 46 countries and business operations in over 140 countries.

About Flat 101

Founded in 2013, Flat 101 (www.flat101.es) is a consulting firm specializing in the design and optimization of digital products focused on customer acquisition & conversion. They work on any digital asset (web, app, wearable, IoT, ...) taking it to its full potential in terms of commercial performance, leveraging their own methodology and tools (the “Flat 101 CRO Framework”) successfully tested over the last eight years in more than 500 client engagements. With this target in mind (taking the digital asset to its fullest potential), Flat 101 deploys four main lines of service, which are key for customer conversion: UX, Business Technology, Digital Analytics and Traffic Management. These lines of service are orchestrated through the “CRO Framework” to increase sales closing rates and optimize digital marketing costs.